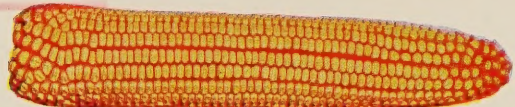


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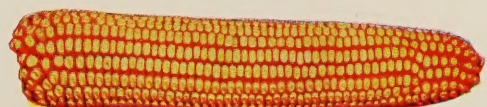


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PFISTER CORN CO.



EL PASO, ILL.



1954

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S U C C E S S F U L H Y B R I D S

These Hybrids, first offered in 1951, have proven to be so popular that production of seed supply has not caught up with demand

**LP 555**

This medium-early maturing hybrid produces a *heavy* yield of *excellent quality* grain. These two characteristics, with its lodging resistance and corn borer tolerance, make LP 555 one of the best hybrids ever offered to Corn Belt farmers. The stalks are of medium height, the ears well-placed, and it is well adapted to a wide variety of soil types in the North Central, Central and South Central sections.

LP 666

This is an outstanding new hybrid into which have been combined all of the desirable characteristics of high yield, lodging resistance, corn borer tolerance, quality, and wide adaptability to soil types. The stalks are of medium height, and the large cylindrical ears are well placed. If your farm is in the Central, South Central or Southern section of the Corn Belt, you will find LP 666 highly satisfactory.

LP 777

A truly distinctive hybrid of medium maturity, well adapted to a wide range of seasonal conditions and soil types. It does *especially* well on the lighter type soils. The stalks are of medium height with well placed utility type ears. The plants are lodging resistant and corn borer tolerant. Test plot results indicate that LP 777 is the coming champion in the Central, South Central and Southern sections of the Corn Belt.

Lester Pfister's Latest

Here are Lester Pfister's latest additions to his list of famous hybrids. All three hybrids have been put through their paces in experimental plots for several years, and the carefully-checked results show great promise of a very interesting future for these numbers.

A few bushels of LP 500 and LP 600 were planted by farmers near El Paso in 1954, but by the spring of 1955 we will have enough seed to supply a small number of

our customers in other parts of the Corn Belt. LP 444 has been tried in experimental plots only, but we will also have a small supply of it for 1955 planting.

Consider the characteristics of each of these new hybrids . . . and decide whether one of them offers new possibilities for you. If one of them does, and if you want to get in on the ground floor, write us at once, or see your local 187 Hybrids dealer.

LP 444

This addition to our popular triple number hybrids is an outstanding hybrid of medium early maturity. Its ears are extremely uniform, of excellent quality, and are well placed on medium-height stalks. Insect and disease resistance and tolerance are *bred into* this hybrid. It is well adapted to the soils of the North Central and Central sections of the Corn Belt.

LP 500

Experimental plot performance indicates that this recent development is destined to become one of our most popular hybrids. It has an exceptionally high shelling percentage of good quality grain. Ears are well placed on medium-height stalks. Well adapted to Central and South Central sections.

LP 600

This is another new hybrid of medium maturity that shows great promise of pushing some of the old favorites out of their positions. The ear, grain, and stalk qualities of LP600 are of the character that is popular with Central and South Central Corn Belt farmers. We have found it to be well adapted to a wide variety of soils.



187 HYBRIDS

with characteristics and maturities to please the most exacting farmers in the Corn Belt



LP 112 An early hybrid developed by the Pfister Hybrid Corn Co. Ears are large and well formed with medium rough kernels. Stalks are medium to low in height with ears well placed on the stalks. It has excellent standability and very vigorous seedlings which start fast. This is the earliest hybrid ever produced by us. It is well adapted to the North and North Central sections of the Corn Belt.



LP 123 Large eared, deep grained, medium-early maturing hybrid. Medium height stalks and ears, sparse foliage. Combines high yield and early maturity. Well adapted to feeding. Has wide range of adaptability.



LP 260 One of the favorite medium early hybrids. Resistant to corn borer, adapted to wide range of soil conditions. Grain of excellent quality, lodging resistant, widely used in North Central and Central sections. Steadily growing in popularity.



LP 4897 One of the Corn Belt favorites, excellent quality, heavy dark green foliage, resistant to drought, disease and insects. Medium large cylindrical ears. Medium early maturity, stalks and ears medium height. Used in North Central, Central and South Central sections.



LP 5897 A very uniform, medium early hybrid. Adapted to a wide range of soil and seasonal conditions. Grain excellent quality and plants are dark green and of medium height. Ears similar to 380. Used in North Central, Central and South Central sections.



Air view of the main processing plant of the Pfister Hybrid Corn Company located on Lester Pfister's farm 4 miles northeast of El Paso.



LP 280 Medium early maturing hybrid, large eared, dark green foliage, stiff stalks and ears medium height. Widely used in North Central sections. Adapted to North Central and Central sections.



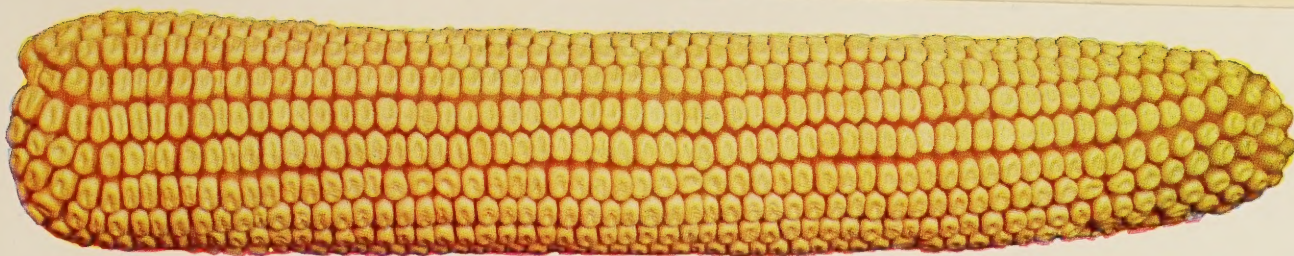
LP 360 I Introduced three years ago this hybrid has been steadily gaining in popularity. It combines high yield, quality and standability to make a dependable hybrid for the Central and North Central sections.



LP 380 One of the best hybrids in production today with a wide range of adaptability. Stalks and ears are medium height. Excellent quality. Lodging resistant. Very dependable year after year. Used in North Central, Central, and South Central sections.

Foundation seed processing and storage plant in El Paso.

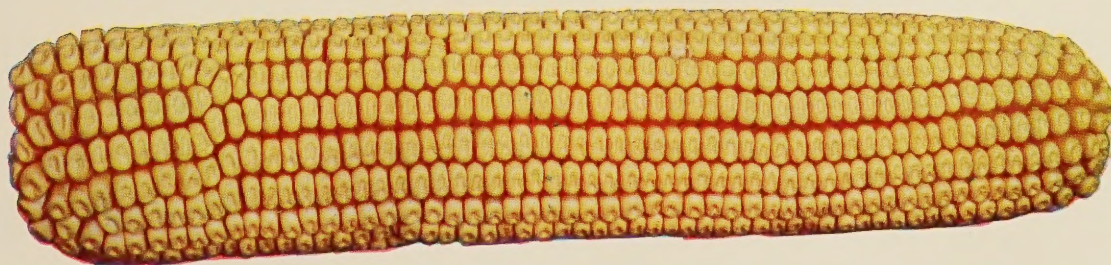




LP 456 An outstanding hybrid. Combines the desirable characteristics of high yield, quality, adaptability and lodging resistance into one great hybrid. Ears are medium height on stalks, and are large and cylindrical. Well adapted for North Central, Central and South Central sections.



LP 1897 The hybrid that has grown by its performance over a wide area because of its ability to adjust itself to variable conditions. Large cylindrical ears, deep grains, medium height, stiff stalks, grain of good quality. Adapted to wide range of soil types and is used widely in Central, South Central and Southern sections.



LP 164 One of our truly great hybrids. Large eared, deep grained, stiff stalked with medium height ears, grain of good quality. Medium-late maturing and widely used in Central and South Central sections.

**PFISTER CORN CO.
EL PASO, ILLINOIS**





*Why . . .
...?*

WHY does Lester Pfister produce his own Inbred and Foundation Seed?

In 29 years of breeding corn, Lester Pfister has amassed a vast amount of information on the corn plant. He recognizes the difference between the strong and the weak plant, he knows which inbred to save and which one to throw away, he knows how the seed must be handled and what records must be kept — and only through the application of his knowledge can he be sure of the quality of the seed that he is offering for sale.

WHY are hybrids produced by Lester Pfister called The 187 Hybrids?

Because all of the hybrids bearing that trademark contain the hereditary traits of the famous Inbred 187 which was developed many years ago by Lester Pfister. He has continued to maintain it in its pure state through the years, just as he maintains the pure lines of all his inbreds.

WHY are all Pfister seed fields within 10 miles of El Paso?

The seed fields must be close enough to permit easy traveling of men and machines, because all planting, cultivating, spraying, detasseling, and harvesting is done by trained personnel under the personal supervision of Lester Pfister.

WHY do Pfister company employees do all of the work in the Seed Fields?

In order to maintain Quality Control. In planting, the seed line and the pollinator rows must be spaced just right; in spraying, the timing is important because of the hatching of the insects; in harvesting, the ears must be ripe and the kernels contain just the right amount of moisture. The timing of detasseling is extremely important. For example, a field will be unfit for seed if the pollen from the seed-producing rows is allowed to fall on the silks. This would not affect the appearance of the kernels, but it would affect the field of corn that the farmer grows the next year. For these (and other) reasons, trained company employees *must* perform the duties of producing the 187 Hybrids — for quality control can be had no other way.

WHY is quality control needed?

Controlled Quality in 187 Hybrids means maintaining individual characteristics in each of the hybrids, season after season; maintaining the high standards of grading and germination; and even providing ample supplies of seed in the grade sizes that most farmers want. In short, Controlled Quality means fulfilling our obligation to the farmers who plant 187 Hybrids to provide a supply of seed on which they may depend season after season after season.